

INTERCOLLEGIATE BROADCASTING SYSTEM

COLUMBIA UNIVERSITY, NEW YORK 27, N. Y.

Dear Station Manager:

On April 4th and 5th, IBS will hold a Sales and Promotion Clinic for its member and trial stations. The purpose of the Clinic is to help our stations solve their problems of sales and publicity with the advice and suggestions of prominent people from the radio-television and advertising industries, and to acquaint IBS personnel with sales and promotion practices of network radio and television.

We think this clinic will be an interesting and valuable one for you and your staff to attend. The speakers are all top men in their field, and should be of great help in solving your sales and promotion problems. The program and the speaker's talks have been planned with the problems of campus radio in mind, while at the same time providing interesting information on the same problems on a professional level.

Also on the program is the Spring meeting for stations in Region 3. A new Regional Director will be elected at this meeting, so full attendance from this region is especially important.

Please indicate on the enclosed postal card:

1. How many people will attend from your station (men and women);
2. Whether you will want accommodations for Friday and/or Saturday night; and if so, for how many (men and women);
3. How many from your station will attend the dinner on Saturday evening (\$2.00 per plate); and
4. How many will take the guided tour of the NBC studios in Radio City (at the reduced rate of \$0.50 per person).

Please return these cards as promptly as possible so that final arrangements may be completed.

Columbia University is at West 116th Street and Broadway in New York City. It is at the 116th Street station of the Broadway-7th Ave. subway line. The enclosed map will indicate where to go after you get to the Columbia campus. The telephone number of WKCR, our host station, is University 5-4000, extension 808.

We would like to have our IBS stations well represented at this Clinic, and we hope you will make every effort to attend with members of your staff.

Sincerely yours,

Richard E. Pittenger
Richard E. Pittenger
Sales Manager

(note program on reverse side)

IBS SALES AND PROMOTION CLINIC PROGRAM

FRIDAY, APRIL 4th

3:00 to 6:00

REGISTRATION

Room 101 Hartley Hall

6:30 to 10:30

SALES CLINIC

Room 517 Hamilton Hall

Mr. Joseph A. Lenn, Vice President of WHLI, Hempstead,
Long Island:

"Selling for the Local Station"

Mr. James Bowling, College Sales Department, Philip
Morris Company:

"The Sponsor Looks at College Radio"

Mr. Thomas F. Clark, President of The Thomas F. Clark Co.,
IBS advertising representative:

"National Sales For College Radio"

Mr. Roy C. Porteous, Account Executive, NBC-TV:
"Radio and Television Network Sales"

Mr. David W. Borst, Operations Manager, IBS:
"Servicing National Advertising Accounts"

SATURDAY, APRIL 5th

9:00 to 12:10

PROMOTION CLINIC

Room 212 Hamilton

Mr. Joseph C. Dine, Dir. of Press Dept., NBC:
"Public Relations and the Radio Station"

Mr. Donald Foley, Dir. of Advertising and Promotion, WCBS:
"Radio Station Promotion"

Mr. Sidney H. Elges, Vice President in charge of Publicity,
National Broadcasting Company:
"Publicity for the Radio Station"

Mr. Leslie T. Harris, Dir. of Radio and TV, Colgate-
Palmolive-Peet Company:
"Public Relations Serves the Sponsor"

1:30 to 4:30

DISCUSSION GROUPS

IBS REGION THREE MEETING

5:30 to 6:45

DINNER

7:45 to 8:45

TOUR OF NBC STUDIOS

MORNINGSIDE HEIGHTS

Plan of Buildings and Grounds



